

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Ace Wire Spring & Form Company, Inc.

#### Catalyst Connection

#### Catalyst Connection Creates New Web Site for Ace Wire Spring & Form

##### Client Profile:

Ace Wire Spring & Form Company, located in McKees Rocks, Pennsylvania, manufactures a wide variety of custom, precision and specialty springs, as well as wire forms for a wide range of applications. ACE has been the spring solution for every size business since 1939 and employs 55 people.

##### Situation:

To improve their competitiveness versus offshore competition, Ace applied for and received a Economic Development Administration (EDA) grant through the MidAtlantic Trade Adjustment Assistance Center (MATAAC). A portion of that funding was earmarked for the development of a new Web site for the company -- one that, compared to their existing site, could deliver significantly higher traffic volumes, lead generation and requests for quotation. Ace engaged Catalyst Connection, a NIST MEP network affiliate, to create the new site for the company.

##### Solution:

Catalyst Connection gave Ace a bold new look, intuitively organized content displayed in a crisp layout and site architecture that is easy to navigate. Catalyst Connection also ensured that Ace's key search terms appeared strategically in order to improve their search engine results. According to Angela Kocher from Ace's IT Department, "I logged onto Yahoo today, and when I typed in search terms for us, several of our pages are ranked number one. Catalyst Connection's Neal Rabogliatti really took the time to show us what he did and to make sure he incorporated our ideas."

##### Results:

- \* Developed new Web site.
- \* Increased hits by 1,000 per month.
- \* Increased lead generation and request for quotation.

##### Testimonial:

"They have fresh ideas, and they know things we don't. We're really impressed with everyone at Catalyst Connection, and we're looking forward to continue working with them in the future. Next we will work on a marketing strategy for a new product line. Any small business that doesn't take advantage of what they offer is only cheating themselves."

Linda Froehlich , Owner